



Maui Hotel & Lodging Association

The Voice of Maui's Visitor Industry

January 2010

A Rice Tradition

MHLA rang in the holidays by sprinkling rice throughout Maui County. Starting on Lanai in November alongside Jim & Rand Coon of **Trilogy**, **Trilogy** provided 1,000 turkeys – an annual tradition with the Coon family; and MHLA jumped in with bags of rice. Other partners joined in the spirit of giving including Young Brothers who provided the shipping, **Island Movers** and Lanai Trucking who provided the ground transportation, and **Costco Wholesale** who brought in the bags of rice. In all 1,000 turkeys and 1,000 bags of rice were given away to Lanai residents.

MHLA also gave away 1,000 bags of rice to Molokai residents during the "Happy Holidays Molokai Style" event in early December. Partners assisting on Molokai included the Molokai Chamber of Commerce Foundation and Friendly Market.

On Maui, MHLA donated 3,000 bags to the residents of Maui via the Maui Food Bank. "MHLA's generous donation comes at a critical time for the Maui Food Bank," said Richard Yust, Executive Director for the

Maui Food Bank. "The Food Bank exists to assure that no one in Maui County goes hungry. We are grateful that MHLA is helping us to fulfill this mission."

MHLA gives away thousands of bags of rice each year—a tradition of giving back to the community.



Rich Yust of the Maui Food Bank and Carol Reimann surrounded by rice destined to help Maui residents.

MARK YOUR CALENDARS! 2010 SCHEDULE OF EVENTS

- April 17 - Lanai Membership Outing with HHLA
- May 8—Molokai Visitor Industry Charity Walk
- May 15 - Maui & Statewide Visitor Industry Charity Walk
- May 18 - Academy of Hospitality & Tourism Graduation Luncheon
- August 27 - "Excellence in Education" Golf Tournament
- September 15 - Annual Membership Meeting
- October TBD - Academy of Hospitality & Tourism Student Conference
- October 28 - Membership Dine Around
- December 9 - Kupuna Dinner

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Academy of Hospitality & Tourism—Our Future

The Academy of Hospitality & Tourism (AOHT) held its AOHT Student Conference at the Maui Community College on December 10 from 3pm-9pm. Over 200 attendees participated in this annual event including students, educators, visitor industry leaders, members of the Native Hawaiian Hospitality Association (NaHHA) and local leaders.

Since AOHT's inception in the early 1990's with a one-time grant from the **Ka'anapali Beach Hotel**, the program has proven to be a successful public-private partnership. The seed that was first planted at Lahainaluna High School now includes programs at Maui High & Baldwin High School. This extraordinary "schools within schools" concept emphasizes academic excellence while exposing students to the "real world." AOHT's primary goal is to prepare students for post-secondary education and cultivate workforce development in one of the world's largest service industries

This innovative program administered by MHLA provides students with valuable exposure to the industry via internships, job shadowing, research & event planning, service projects,

job site visits, university visits and travel. Today, the AOHT program on Maui includes over 220 students.

Recognizing the significance of the host culture to the success of tourism in Hawaii, the Student Conference featured keynote speaker Peter Apo-NaHHA co-founder and included Ola Hawai'i sessions in "Chiefly Leadership" and the "Responsibility of Ho'okipa." Students



Clifford Caesar of the Wailea Beach Marriott Resort & Spa interview two AOHT students.

also had the opportunity to visit with various visitor industry businesses during a Career Fair. In addition, students were required to provide a resume and job application for the "mock interview" portion of the conference – where industry leaders provided valuable feedback to each student in regard to their interviews. The evening capped off with a lively "Jeopardy, Visitor Industry Style" competition that included topics on Maui, Hawaii history, Ola Hawaii, travel & transportation.

The AOHT program offers students a unique opportunity to gain first-hand knowledge of the visitor industry. Many of these students continue on to post-secondary education with a head-start in selecting their field of study. MHLA is pleased to offer such a great program to high school students – our future business leaders – and contribute to our workforce development."



Charity Walk—\$312,000...over 80 Charities!

The Visitor Industry on Maui raised \$312,000 to benefit many non-profit organizations in Maui County during the 31st Annual Visitor Industry Charity Walk last year.

The Charity Walk is one of the largest single-day fundraising events in Hawaii. Statewide, nearly \$1 million was raised during walks held on Oahu, Kauai, the Big Island, Maui and Molokai. Maui continues to raise more dollars per capita than any other island. Since MHLA started hosting the event in 1980, a cumulative total of over \$5.3 million has benefitted numerous non-profit organizations from Maui, Molokai and Lanai.

Properties raising the most funds were:

- 1st Place—**Royal Lahaina Resort**
- 2nd Place—**Grand Wailea**
- 3rd Place—**Hyatt Regency Maui Resort & Spa**

In the non-profit sector, top fundraisers were:

- 1st Place—**Hale Makua**
- 2nd Place—**Wailuku Hongwanji Preschool**
- 3rd Place—**Hawaii Canines for Independence**

In the business category results included:

- 1st Place—**Oceanic Time Warner**
- 2nd Place—**VIP Foodservice**

Proceeds from the event were awarded to over 80 worthy Maui County organizations. The range of services of these recipients touches many residents' lives from children to the elderly, from athletic or-

ganizations to service-related agencies; from health to housing. It is our goal to impact many lives by supporting a variety of charitable organizations that provide valuable services, and to ultimately improve our community.

The annual Charity Walk is the Visitor Industry's way of giving back to the community. Many MHLA property & allied members work year round to raise funds for this worthy endeavor. The visitor industry remains committed to providing for and positively impacting the lives of the people of Maui County.

Mark your calendar for this year's Visitor Industry Charity Walk – **Saturday, May 15, 2010** featuring entertainment by Frank DeLima, Cirque Polynesia and Drums of the Pacific.



Jarvis Chun & Ryan Ouye from Wailuku Hongwanji Preschool, Donna Gomes & William Mauer of Hawaii Canines for Independence, Nancy Chaplick of Oceanic Time Warner Cable, Carlyna Nakamura & Tony Kreig of Hale Makua, and Tom Donovan, VP of The Ritz-Carlton, Kapalua and Charity Walk Chairman

"Thank you - Visitor Industry Charity Walk - for all that you do for the children in crisis. Your generous support directly helps us to create a "child directed" Dream on Maui at a critical time in the life of a needy child. Together we remind each child that they are worthy to have good things happen to them and that they can Dare to Dream. Your financial help allows us to keep up with the ever increasing number of children facing a crisis. Thank you for all of your support as we serve the neediest children in our community.

All the best to you in 2010.

*-Darby Gill
A Keiki's Dream*



Join the fun on Saturday, May 15, 2010

MHLA—Our Board

"We are pleased to have such a dynamic group of leaders on the MHLA Board. Collectively, we have over three century's worth of expertise amongst our Board which will be invaluable as we take an active role in advocating for the Visitor Industry during these very challenging times "

*-Gregg Nelson
Board Chairman*

During MHLA's annual membership luncheon held at the **Sheraton Maui Resort** last September, the following individuals were installed as 2009-2010 Maui Hotel & Lodging Association Board of Directors & Officers:

- Nane Aluli, **Mauian Hotel**
- Craig Anderson, **The Westin Maui Resort & Spa**
- Chip Bahouth, **Sheraton Maui Resort**
- Matt Bailey, **Grand Wailea (Board Vice Chair)**
- Nancy Chaplick, **Oceanic Time Warner Cable**
- Tom Donovan, **The Ritz-Carlton, Kapalua**
- Chris Luedi, **Fairmont Kea Lani, Maui**
- Declan McCarthy, **Makena Beach & Golf Resort**
- Gregg Nelson, **Napili Kai Beach Resort (Board Chairman)**
- Carol Reimann, **Maui Hotel & Lodging Association (Board Secretary)**

- Sharon Suzuki, **Maui Electric Company (Board Treasurer)**
 - Murray Towill, **Hawaii Hotel & Lodging Assn**
 - Mike White, **Ka'anapali Beach Hotel**
- Keynote speakers at the event included Maui Mayor Charmaine Tavares and State of Hawaii Tourism Liaison Marsha Wienert.



Board Members shown above: Carol Reimann, Mike White, Nane Aluli, Gregg Nelson, Matt Bailey, Sharon Suzuki, Chip Bahouth, Nancy Chaplick and Chris Luedi



“Excellence in Education” Golf Tournament

MHLA's 13th Annual “Excellence in Education” golf tournament took place on Friday, August 28 at the **Makena Golf Course**. The popular event raised over \$13,600 for education.

The 13 top teams received fabulous prizes ranging from hotel stays to dining certificates to golf rounds to great merchandise. The team that placed 13th received First Place honors – a tribute to the 13th annual event. Golf results are as follows:

WINNING TEAM

13th Place-Hotel Wailea Maui

Kyoko Kimura
Shan Tsutsui
Ron Williams
Henry Perez

2nd Place-The Westin KORV #2

Hifo Hafoka
Andy Pescado
Wayne English
Curtis Kaiwi

3rd Place- Maui Paving, LLC

Norman Shinno
Leo Nuneza
Will Cambra
Brian Funai



Hotel Wailea's winning team included Ron Williams, Shan Tsutsui, Kyoko Kimura and Henry Perez

While many of the golfers won great prizes, the real winners of the event are Maui's youth. The popular visitor industry golf tournament celebrated 13 years of giving back to Maui's future business leaders by raising over \$13,600.

Proceeds from each year's event are used to fund MHLA scholarships. Scholarships are awarded to successful completers in the AOHT program and outstanding achievers enrolled in MCC's Culinary Arts and Business & Hospitality programs. In addition, MHLA provides a donation to Maui Junior Golf.

MHLA is committed to giving back to our youth by providing opportunities for these future business leaders. The much-needed funds raised will help to that ensure our youth have the tools necessary to make educated choices for their future. The students who benefit from MHLA's efforts are the future of Maui. MHLA is proud to support workforce development while providing opportunities to help maximize our youth's potential.



A Holiday Tradition—Giving Back to Our Kupuna

MHLA's Annual Kupuna Dinner took place at the Wailuku Community Center on Thursday, December 3. The 2009 holiday feast treated 500 senior citizens; and represents the visitor industry's effort to give back and honor the Kupuna of Maui. Many of the guests included those who have no family to celebrate the holidays with and/or are homebound.

The Community Center was transformed into a festive “hotel-like” dining facility with extraordinary entertainment and door prizes. Each year, the kupuna look forward to an enjoyable evening of celebration with friends and partake in a scrumptious meal prepared by MHLA hotel & timeshare properties. Each participating property prepares 40 complete meals. This year's menu included: corn chowder, fresh vegetables, rolls and butter, baked ham, steamed rice, pumpkin pie, fresh brewed coffee or tea prepared and served by the following MHLA property members:

- Fairmont Kea Lani, Maui
- Four Seasons Resort Maui at Wailea
- Grand Wailea
- Hyatt Regency Maui Resort & Spa
- Ka'anapali Beach Hotel

- Marriott's Maui Ocean Club
- Makena Beach & Golf Resort
- Napili Kai Beach Resort
- Sheraton Maui Resort
- The Westin KORV
- The Westin Maui Resort & Spa
- Wailea Beach Marriott Resort & Spa

In addition to the fabulous meal prepared by property members, over 200 door prizes were given out throughout the evening. These prizes were generously donated by MHLA members, individual citizens and various dignitaries.

The outpouring of support from the MHLA membership and the community for the Kupuna Dinner was incredible. All of the Kupuna walked away with a memento of the evening. The spirit of the giving from the visitor industry to our kupuna lifts many spirits during the holidays each year.

MHLA partners with MEO each year to distribute invitations and provide transportation for the participants from the various senior clubs throughout the island. “MEO is proud to work with MHLA on this very worthy event,” says Agnes Groff, MEO's Community Relations

Liaison who coordinates the efforts of 44 senior clubs throughout Maui. “MEO has been “helping people...changing lives” for 43 years and we look forward to this Kupuna Dinner each year.”

MHLA also partnered with Maui Community College's Business and Hospitality Program and Maui High School AOHT. Student volunteers assisted with the event. MHLA is proud to give back to our Kupuna and provide valuable hands-on experience to our future leaders.



Allied Focus: Maui Disposal

Clyde Kaneshiro's father opened Maui Disposal in 1969. Thirty-three years later Clyde bought back the company his father first began so long ago and in 2009, Maui Disposal celebrated their 40th anniversary.

Maui Disposal has grown under Kaneshiro's ownership to be the only full-service commercial and construction refuse and recycling company on Maui. Maui Disposal processes all the recyclable aluminum, glass, plastic and newspaper it picks up on the island at its commercial accounts, seven redemption centers and the County of Maui drop boxes; readying the products to be shipped off island to be recycled.

The economy has hurt Maui Disposal's business just as most other businesses on Maui. Less visitors means less waste and recyclables across all commercial accounts and Maui Disposal has seen many business closures over the past year. Maui Disposal continues to work with their commercial customers trying to help each business weather the stormy economy.

To offer cost savings to their customers, Maui Disposal has implemented many cost saving measures including, a hiring freeze, cross training administrative staff and inventorying fewer parts.

Despite the slowdown in business, Maui Disposal is confident that Maui will ride the tide and emerge better than ever. When the visitors return, Maui Disposal will be ready to assist their loyal customers in all their service needs. Visit Maui Disposal's website for more information www.mauidisposal.com



Membership Social Shots



Join us for upcoming membership socials— April 17 on Lanai and October 28 for Dine Around IV!

Allied Hotline: No Ka 'Oi Means "The Best"



Maui No Ka 'Oi (MNKO) is the award-winning bimonthly magazine for people who love Maui. Each issue is a celebration—in photography, design and story—of the people and places, customs and cultures, events and activities that have earned Maui the title of "Best Island in the World."

Six times a year, MNKO delivers a wealth of stories written with an insider's perspective: outdoor adventures, the latest in island dining, explorations of native culture, profiles of exceptional individuals and businesses, and analysis of environmental and community concerns—including the hot-button issues on residents' minds. Special sections offer fun, must-have information on golf, destination weddings, island living and more.

Recognized by the Western Publishing Association as one of the best regional magazines west of the Mississippi, MNKO appears in mailboxes and on newsstands throughout the United States, in eight foreign countries . . . and right here, any time. MNKO is also proud to be the in-room choice for Maui's most prestigious resorts and hotels. Subscriptions are shipped out to over 10,000 households locally, nationally and internationally. As one of the premier magazines of Maui County, MNKO is dedicated to the enrichment of this island community. MNKO creates opportunities for businesses that share a like philosophy via MNKO's many signature events.

Recently, the County of Maui has partnered with Maui No Ka 'Oi magazine to publish the Maui County Green Book, a guide to local businesses that are dedicated to sustaining the environmental effort. The directory will first be published in May 2010. Visit MNKO on-line at www.mauimagazine.net.

A Message from MHLA

2010 continues to be a challenge for the Visitor Industry. While we struggle to regain our strength in a slow economy amidst a highly competitive global marketplace, sporadic occupancies linger and low visitor spending continue. Projections reveal that the slowdown will continue on through 2010, with a slow, gradual improvement to our industry starting in 2011.

In the midst of these economic concerns, we are also challenged by some of the legislative activities at the State and County levels. Facing severe deficits, both entities seek ways to balance their budgets—as the economic engine for both the State and County, the visitor industry

continues to be a target in the search for funds.

MHLA continues to lobby and advocate for a healthy and vibrant visitor industry amidst these challenging economic times.

Some of the key items we are lobbying for and urge you to support include:

- **Maui Island Plan & Countywide Policy Plan** (to include positive & supportive language towards the industry)
- **Transient Accommodation Tax** (to support the County retaining their fair share)
- **Unemployment Insurance Tax**
- **MVB Funding** at the County level

• Kahului Airport Improvements

MHLA will continue to send out membership eblasts in regard to these and other important matters. Please get involved! There is strength in our numbers—your voice is integral to help us make a difference and to build a positive environment for a thriving visitor industry.

Mahalo for your continued support!



Carol Reimann
Executive Director